



## FAX TRANSMISSION

Please deliver this cover PLUS 1 page(s) to:NAME: Brewster KahleCOMPANY: WebsytFAX #: 415-356-5444 PHONE #:Transmitted on 7/5/95 at \_\_\_\_\_ a.m./p.m. by:(Name) Mark Stanish  
America Online, Inc.Direct Line: (703) 917-1282

Main #: (703) 448-8700

Fax #: (703) 556-3750

COMMENTS: Attached is the recent AOL  
organizational chart. We would  
greatly appreciate if you could  
distribute this to the people at your  
facility.

Thank



## **NEWS RELEASE**

Contact: Pam McGraw  
703-556-3746

### **AOL Passes 3 Million Subscribers and Becomes Global Leader in Online Services; Modified Organizational Structure Put in Place to Capitalize on Growing Momentum**

Vienna, VA, July 5, 1995 -- America Online, Inc. announced today that it now has more than 3 million subscribers, making it the most popular online brand in the world. It also announced it has modified its organizational structure to facilitate continued rapid growth.

"Our business has grown 10-fold in the past 2 years, from 300,000 to 3,000,000 subscribers, as word has spread about the uniqueness of the AOL experience," said Steve Case President and CEO of America Online. "Our success has been driven by the combination of content, context, community, connectivity and cost. With hundreds of services, and now with the added benefit of World Wide Web access, we provide consumers with a wide range of content choices. We then take that sea of content and put it in a useful and fun context by organizing and presenting it in an engaging way. We try to foster a sense of community, so our customers feel like members, not just subscribers. We make it easy for people to connect to AOL by providing local access numbers in 600 cities -- and, more recently, by rolling out our own high-speed AOLnet data network. Finally, we price the service in a simple, predictable, and affordable fashion."

The modified organizational structure has 3 operating divisions: AOL Services, led by Ted Leonsis; AOL Technologies, led by Mike Connors, and AOL New Enterprises, led by David Cole. The heads of each division will report to Steve Case, as will Len Leader, who heads Finance and Administration, and Jean Villanueva, who heads Corporate Communications.

"AOL's rapid internal growth and ambitious acquisition strategy has resulted in substantial growth in employees and expansion of business units," Case said. "Our new structure -- organized based on markets and customers, rather than products and technologies -- sharpens our areas of focus, to enable the company to continue to grow rapidly. This also cuts my direct reports in half, enabling me to spend less time on managing day-to-day operations and more time on strategic matters."

(more)

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Case added, "We intend to continue focusing on the factors that have contributed to America Online's extraordinary growth, and we're hopeful that we'll be able to continue developing this new medium in an atmosphere of fair and free competition."

AOL Services oversees the Company's consumer services, including the America Online flagship service and the soon-to-be-launched GNN brand. This division is chartered with protecting and enhancing the AOL and GNN member experiences, establishing partnerships with media companies, kickstarting the development of original online programming via its Greenhouse and joint ventures, product management, interface design and production, marketing, and the development of new revenue streams via interactive marketing programs and transactional services.

AOL Technologies is responsible for delivering research, development, network/data center operations and member support to the other AOL divisions, technology licensees and joint venture partners. AOL's member support functions -- including technical support, billing, and sales -- are now unified in a single Member Satisfaction group.

AOL New Enterprises will plan and execute the company's expansion into international markets, enterprise solutions, software products, local affiliates, and strategic investments. This new group has been formed to extend AOL's partnering skills beyond consumer services to include distribution and technology alliances worldwide.

America Online, Inc. (NASDAQ symbol: AMER), based in Vienna, VA, is the largest and fastest growing provider of online services in the U.S. with the most active subscriber base. AOL offers its 3 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines and newspapers and online classes, as well as easy and affordable access to services of the Internet. AOL has a global workforce consisting of more than 2,500 people. Founded in 1985, AOL has established strategic alliances with dozens of companies, including Time Warner, ABC, Knight-Ridder, Tribune, Hachette, IBM and American Express. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800-827-6364.

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# AMERICA ONLINE, INC.

